

COOPEY'S ELECTRIC SIGN IS PIONEER FAIR ADVERTISER

Man With Vision Installs Small Plant at Falls and Erects Sign Boosting Oregon Exposition.

By J. E. Gratke

The honor of displaying the first electric sign advertising the Atlantic-Pacific Highways and Electrical exposition belongs to Charles E. Coopey, pioneer Portland merchant tailor, who now resides with his excellent little family on the banks of the Columbia river, 30 miles from Portland.

Coopey falls is one of the picturesque spots along the Columbia River highway a short distance beyond Bridal Veil falls. While not in full view of the tourists who use this wonder route of the West, like many of the other beautiful waterways that grace the lower bluffs, yet Coopey falls belong to the history and beauty of the setting and will be linked forever with the history of Oregon and the World's exposition in 1925.

SIGN IS ERECTED

Its guardian and owner conceived the idea to display the insignia of Oregon's brilliant terminal of the Pacific highway producing a truly hydro-electric sign bearing the figures "1925" right in front of his summer cottage where all can see as they motor away by.

The power that generates the motor from which the electricity is produced is taken from the falls at a point 60 feet below a dam that forms a beautiful silvery lake just a few feet from the highway. This water is led to the powerhouse by means of a 15-inch pipe, where a Pelton water wheel operates a 20-horsepower generator. From this plant 750 incandescent lights can be produced 24 hours each day. By adding another unit electric power can be developed to operate factories and heat homes with the same results as a modern city.

MANUFACTURED CLOTHING

Charles E. Coopey is an Englishman by birth, but an American by choice. When he arrived in Portland he engaged in the manufacture of clothing. Paid city taxes, maintained a large pay roll, clothed some of Portland's first citizens, loved his wife and had a family.

When Oregon was young, Coopey wandered over the hillsides in search of romance and adventure. He loved the great outdoors. After he had picked all the wild flowers he could carry and drank in the sunshine of the hills and valleys surrounding Portland during his week-end trips along the banks of the Columbia, he discovered what is known as Coopey falls. He had a vision.

FACTORY IS PLANNED

Some day he would build a great textile factory at this point. He visualized how he would use the power from the waterfalls and make the wheels of the gods grind for the benefit of mankind. He knew that white power and fuel oil would have to be supplanted by water power if industry was to flourish in the great Northwest.

This then was his inspiration to purchase the land he stood upon, 1200 acres stretching from the banks of the Columbia river to the uppermost top of the rock-ribbed hills. He closed his business in the city and removed to the country, there to attend to the land for that great day when Oregon could boast of being first again in initiating a new industry founded upon a rock to stand for ages.

HAYDEN ISLAND FAIR

Site Boosters Turn Out in Big Parade

Three hundred automobiles carrying advocates of Hayden Island as a site for the 1925 world's fair, paraded the streets of the business section Saturday afternoon. Features of the demonstration were a brass band and a float presenting Hayden Island built up with exposition buildings. Banners decking the autos indicated the support of a large number of cities in Oregon and Washington for the Hayden Island site.

The parade was organized by O. M. Plummer, district chairman of the interstate committee for the 1925 fair, was in charge of the parade. "Support for the Hayden Island project is gaining strength daily," Plummer stated, "and we are confident that the international exposition will be located on this magnificent site in the Columbia river."

Financial support for the exposition will be contributed largely by the smaller cities of Oregon and Washington, according to Plummer, and deference should be shown to their wishes in the choice of a location. Development of Hayden Island for exposition purposes would require the expenditure of a large amount, the erection of a sea wall and filling the ground to a point above flood waters of the Columbia.

Advocates of the location point to the advantage to North Portland harbor of permanent improvements on the island, while opponents of the project claim that the expense of filling the low ground and constructing a sea wall would prove too exorbitant.

MOTORCYCLIST HIT

By Auto and Is Taken to Hospital

Skidding 200 feet before stopping, a truck owned by Simon's department store and operated by T. W. Trippe, 234 Fifth street, collided with a motorcycle ridden by A. N. Hinman, Franklin hotel, who received a compound fracture of the right ankle, Saturday afternoon at East Fortieth and Thompson streets. Hinman was taken to St. Vincent's hospital. Although Trippe had the right of way, witnesses stated he was driving at a rate near 40 miles an hour. He was arrested by Motorcycle Patrolman Mohley on a charge of reckless driving. Hinman is a resident of Phoenix, Ariz.

Two automobiles were turned completely over Saturday afternoon in a collision at East Thirty-ninth and Burnside streets. M. Johnson, 1180 Ogden street, suffered severe cuts and bruises about the body and concussion of the brain. He was treated at the emergency hospital. C. P. Dewey, 25 Tillamook street, slid 40 feet on his shoulder when thrown from his car, but suffered no injuries except a few minor cuts and bruises. Both machines were badly damaged.

PLUMBING PRICES REDUCED!

It will surprise you, how little your plumbing will cost you when you purchase from us. And, remember, our reliability is backed by our record of 13 years in Portland.

Sinks...\$6.00 Up
30-gal. Range Boiler with stand and unions \$16
Laundry Tries...\$11.50 Up
Lavatories...\$7.00 Up
Tank Water Heaters...\$17.00
Closet Seats for repairing...\$2.75 Up
Drain Pipe Solvent, cleans out pipes...40c

This 3-Piece Outfit...\$77.25

All standard first quality fixtures, consisting of 8-ft. enameled tub with nickel-plated cocks and fittings, lavatory with faucets and trap, toilet with low-down wood tank. An excellent outfit for bungalow or larger home.

ASSISTANCE

There are times when you should summon our assistance. We have won the people's confidence by our professional politeness and our trustworthiness.

MILLER TRACEY
MILLER & TRACEY
Main 2691 Independent Funeral Directors Aut. 578-85
Washington at Ella St., Bet. Twentieth and Twenty-first Sts., West Side

BOOSTS 1925 EXPOSITION



LIVESTOCK MEN LOOK TO LARGE FUND FOR RELIEF

W. L. Thompson, Oregon Banker, En Route to Chicago to Attend Conference Eastern Financiers

Pendleton, June 11.—Relief for country banks and livestock loan companies through a \$50,000,000 pool, to be subscribed by the big banking houses of the country, is expected as the result of a conference with financiers in Chicago, to which W. L. Thompson, president of the American National bank of Pendleton and vice president of the First National bank of Portland, is on his way. Thompson spent the day here.

AID IS NEEDED

Longer time money must be provided to insure the preservation of the breeding flocks and cattle of the Pacific Northwest and to release funds for farming interests. In the opinion of Western stockmen and financiers, and it was for the purpose of working out a method of financing the stockman that a conference was recently held in the national capital, where H. L. Corbett of Portland and Thompson representing the West, met with Governor Harding of the federal reserve board, Senator Robert N. Stanford and Comptroller of the Currency Crisinger.

MORGAN PROMISES HELP

Through this organization, the measure provides for loaning \$100,000,000 of the paid in franchise tax fund during the next four years. The bill also provides for purchase, by the war finance corporation, of loans on livestock up to \$10,000. Such loans would be written for from six months to two years, but could be renewed up to 1925.

Following the introduction of the measure by Senator Stanford at a conference was held with influential New York bankers. Thompson was advised Friday of a second conference with J. P. Morgan as a result of which Morgan promised that, in lieu of the passage of the bill, New York bankers would subscribe \$25,000,000 of a pool of \$50,000,000, the money derived from the pool to be used in the manner prescribed by the bill. Following this conference, the meeting in Chicago, toward which Thompson is traveling, was determined upon.



Above—Charles Coopey's country home at Coopey Falls, on Columbia river highway. Below—Mr. and Mrs. Coopey on veranda of their home, showing electric sign.

Run to Oakland, Cal., From Here Made in 24 Hrs. Elapsed Time

Remarkable record was made by a Maxwell car between Portland and Oakland, Cal., last week. The machine started at the Western Union Telegraph company's main office Thursday at 10 p. m., and arrived at the Western Union office in Oakland at 2:45 a. m. Saturday, or 28 hours and 45 minutes later. It was timed out of Portland by Manager Williams of the Western Union; R. Harrington, branch manager of the Maxwell, and Phil O'Toole of The Journal, who checked in at Oakland by the Western Union officials.

According to a message from Charlie Nemeyer, who, with A. N. Duncan, drove the car, the elapsed time was 24 hours 15 minutes. He says that the trip was made without any time exceeding the legal speed limit and that the car stood the test with a perfect score. Both Nemeyer and Duncan are Salem men.

Concrete Structure Is Planned to Hold Girls at The Cedars

As a result of the escape of six girls from The Cedars Friday night, following several previous escapes from that institution, City Commissioner Mann this morning announced that he proposed to have erected at The Cedars a concrete structure that will house a half dozen or more girls, and that hereafter when girls make their escape and are recaptured they will be confined to this building while being detained to undergo "Chief Building" treatment. The inspector Plummer of the building bureau was instructed to prepare plans and estimates at once for the proposed detention building.

Youngster Breaks Jail

Yakima, Wash., June 11.—Jimmie Escalpa alias Wallace Burnett, escaped from the city jail Thursday, sawing the window bars. Though but 18 years of age he is an habitual thief, local officials say. He is reported to have conspired to participating in a bank robbery at Chehalis.

'ROCK OF MARNE' TELLS WHY TITLE WAS GIVEN HIM

Troops Went Out to Win or Die but Not Retreat, He Informs Civic Club at Benson Lunch.

The Rock of the Marne upreared his rugged bulk before the members of the Civic League at the Benson Saturday noon to preach of America, American institutions and Americanism and to tell, in part, that thrilling story when Oregon boys filled the gap of the western fighting front with their breasts to the onrushing hordes of the kaiser and died there—but damned the Germanic flood and turned the tide of war.

General McAlexander, a lovable fighting man whose eyes have not seen enough of death and carnage yet to keep down his blushes when fronting a well laid barrage of feminine applause, was the guest of the league and, from the volume of appreciation shown his address, was easily the speaker of the day. In the beginning—coming after various candidates for school directors as he did—he dwelt on the education of the young in this country and raised high the standard for them to follow.

MAKE BOYS AMERICANS

"If I had my way," he said, "the first thing I would have the teachers of America make the boys of America would be Americans. I would have them help to build about the borders of our country wall of sentiment so high and so broad the no thought could come over it or through it but that of 'America first.'"

Then, turning to war talk, he called attention to the statement coming from the fields of France, when America began to send her fighting men across, that "Brain stands with her back to the wall."

"They don't like to think of that now," he general said, "but we know that the British army was worn and tired; that the French army was weary and distressed. We do not say we won the war, but we know we helped to bring it to an early end. And we have not asked for anything, but we will get what is right and what we want."

Sig Cohen's Death Mourned by Friends

Numerous friends are mourning the death of Sig A. Cohen, former cigar merchant, with headquarters in the Chamber of Commerce building. Cohen died June 2 at his home in the Hartford apartments, at Twenty-first and Flanders streets. He had been in the cigar business in Portland many years and had been located in the Chamber of Commerce building three years. Burial took place last Sunday at Beth Israel cemetery. He was a member of the Elks and Maccabees.

SEDITION HAS NO CHANCE

"If it should become necessary to clean house at home," the general said, swinging into another channel of thought, "we will do it. Sedition cannot raise its head in America without the strong arm of America ready to suppress it. The government will go forward unembarrassed, and it is my advice to those who may think of starting something to 'look over the steam roller' for Uncle Sam is on the highway."

HOW HE GOT TITLE

"Wave after wave of the German troops broke against the regiment," he said, "and left their dead in front of it. And then we did something American. Instead of being for them to come to us we went out to meet them—not with outstretched hands, but with outstretched arms, and when those true American rifles began to speak the enemy broke before them and ran. We went into that position, men and officers all, pledged to three things—to stay there, be content, to go forward with arms in our hands, or to go to Germany as prisoners, but never to retreat. Some of us stayed there, but none of us went back, and it was because of this that the appreciative courtesy of our allies bestowed on us the title of 'Rock of the Marne.'"

General McAlexander was given an ovation when he was introduced by General Biesbe, the large gathering standing as it applauded and the speaker blushed and bowed his appreciation of the greeting. At the close of his address the ovation was repeated with three cheers and a tiger tacked on for good measure. He left to visit in Corvallis immediately after his address had been completed, but returned in a few days for a further stay in Portland before starting for the East and his post of duty there.

Fred Colvig of Medford will go to Washington June 20 to take the examination for a position in the U. S. consular service. He may be assigned to Brazil.

'Eat Cheese' Will Be The Slogan of New Statewide Campaign

Under the direction of the Oregon Dairy council a statewide campaign will be conducted for one week, beginning June 20, to encourage residents of Oregon to use more cheese.

"Eat More Cheese" will be the official motto of Oregon for that week, and restaurant owners, hotel managers and grocers of the state are combining in a move to provide the best cheese available at the lowest prices possible. Manufacturers of cheese will ask dealers to sell cheese on a narrow margin for one week in order that all may take advantage of cheese week.

Restaurants and hotels will serve dishes of cheese during cheese week and tested recipes will be published as part of special menus selected for cheese week.

The aim of the campaign is two-fold, according to officials of the Oregon Dairy council, which is representative of all branches of the dairy industry. The first is to educate the people of Oregon to the value of cheese as a food.

The second is to bring to the minds of the citizens of the state the importance of the cheese industry in the development of the state.

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HOPE IS IN CHILDREN

"The salvation of this country, to my idea and to most foreign workers, lies with the growing generations. China must be reached through her children. Through the training schools and hospitals much can be done, if the proper training is given to the student nurses. There is an organization started—China Nurses' association—through which all nurses may cooperate. The majority of the members are American nurses."

"I am having a great time with this language study. So many words are so much alike, the only difference being in the 'tone,' or voice inflection, but the meaning is totally different. The other day, while trying to talk to some school girls, I attempted to tell them if they talked 'too quickly' I could not understand. Instead, I said if they talked 'bad words' I could not understand. They all looked so strangely at me I knew I must have made a mistake, so I called one of the teachers and told her what I had said. After an explanation was made, of course, the laugh was on me. The words 'quickly' and 'bad' are only a shade of difference and to my unaccustomed ears sound much the same. My Chinese name is Hong Chu Cheng. The character 'Hong' means 'large barge,' also the name of a much revered city of China. The second, 'Chu,' means 'chrysanthemum' and the third, 'Cheng,' means 'precious.' So my given name, 'Chu Cheng,' means 'precious flower,' and my sur name 'much revered.' Some name: Don't you think? I am called 'Hong-shao-pai.' The surname is given first, and the title, 'shao-ge,' equal to 'Miss' in English means 'little sister,' the same as we would say 'Hendrickson Miss.' Names are not the only things that are said backward. This language is full of idioms. Almost everything is said backward—seems to me."

The deplorable sanitary conditions in China, the difficulties encountered in mastering the language and other interesting phases of life in that country are told in a letter recently received by Portland friends of Miss E. O. Hendrickson, formerly a member of the staff of the Portland Visiting Nurse association, who went to China last October to take up missionary nursing. Paragraphs from the letter follow:

"Our temporary hospital is still not completed. These Chinese workmen are the slowest beings you ever saw. It fairly gives me 'the willies' to see their small-like movements. We have, however, opened up the dispensary work and are very busy there. We have no doctor as yet, but the Chinese doctor is expected to arrive in a few days. He speaks English—much to my relief."

COUNTRY IS UNSANITARY

"There is much to try the patience of a 'foreigner' as we westerners are called. From a public health nurse's point of view conditions are appalling. I have read a statement to this effect, 'China is the victim of ignorance, superstition, abnormal thinking and unsanitary living conditions.' And from personal observation these past few months I can truthfully say—it really is so. Tuberculosis is widespread. Eye and skin diseases are appalling numerous. The many so-called children fairly make me heart sick. The contributing causes of course are their very unsanitary living conditions, congested quarters, improper (practically no) sewerage disposal, physical resistance lowered, due to improper feeding, excessive use of drugs and immorality."

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CHILDREN CHINA'S HOPE, DECLARES PORTLAND NURSE

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Here are immense stocks of Silver and Plate in patterns that will delight; prices as low as assured quality will permit.

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SPECIAL—We have just received a package of 1/2-carat diamonds which we have mounted. We can sell you a diamond in this size at a price which you cannot duplicate anywhere else. Come and see the diamonds—note the prices!

Fine Beaded Bags, Special \$15

ARONSON'S
Jewelers—Silversmiths
Washington Street at Broadway

BUCK'S \$1.00 DOWN **WANTED** \$1.00 DOWN **BUCK'S**

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In order to prove that we are the best people in Portland to buy furniture from, we will deliver to your home any piece of furniture in our mammoth stock on the payment of

One Dollar and give you a long time to pay the balance. **NO INTEREST CHARGED**

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Bake in the oven with coal, wood or gas. Warm kitchen in winter. Cool in summer. Only one stove to clean. We take your old stove or gas range in exchange. Balance very EASY terms.

GUARANTEED FOR 25 YEARS

2-In. Continuous Post Beds \$8.95 \$1.00 Down

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25 Records FREE WITH ANY CABINET

Our exchange department is a tremendous money-saving proposition. We carry the largest line of used goods on the Pacific coast. No matter how high-class or inexpensive furniture you wish, we can save you money. Estimates cheerfully given. Courteous and competent salesmen to serve you. Easy terms and a year to pay. We charge no interest.

GEVURTZ FURNITURE CO.
185 FIRST STREET. REMEMBER, 2 DOORS FROM YAMHILL
S. C. BRANT, President LOUIS GEVURTZ, Secretary

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